



# Jorge Fernandez\*

TRADEMARK DIRECTOR

Jorge is a senior advisor with more than 20 years of experience as a member of leadership, strategic, and operation teams for multinational, multibillion dollar companies operating in the Americas, Europe, Asia, and the Middle East.



## Practices

[Trademark](#)

## Languages

Spanish

## Education

Escuela Libre de Derecho, JD, 1992

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Jorge has extensive experience in creating and implementing business-oriented and pragmatic legal strategies that advance corporate objectives. He has a proven track record in managing all legal aspects relevant to global enterprises, with particular emphasis in elevating the “legal IQ” of organizations and shaping a culture of compliance. Due to his global experience, Jorge is often called to provide proactive and innovative legal advice across a wide range of industry segments, including sourcing, manufacturing, distribution, marketing, and sales. As a trained lawyer, Jorge is versatile not only in applying law to business but business to law.

*\*Jorge is not a member of the legal practice.*

## Previous Work

Jorge graduated from Escuela Libre de Derecho in Mexico City and started his career at Von Wobeser y Sierra. Prior to joining the firm, Jorge led Motorola’s Latin America legal department and directed legal functions of Mars, Incorporated Chocolate. He is fluent in Spanish and conversant in Portuguese.